

Patent Claims:

1. Method for inducing or promoting an anthocyanin coloration in plants and/or fruit which basically produce anthocyanin, in that the plants and/or fruit are irradiated with UVB light or a mixture of UVB and white light or a mixture of white and blue light.
2. Method according to claim 1, in that the irradiation based on the wattage output contains at least 10% light in UVB light wavelength ranges between 280 and 315 nm, preferably at least 20%.
3. Method according to claims 1 or 2, in that the fruit is selected from apples and pears.
4. Method according to claim 3, in that the apple varieties are selected from *Cox Orange*, *Elstar*, *Gloster*, *Idared*, *Jonagold*, and *Pilot*.
5. Method according to one of the claims 1 through 3, in that the red coloration is induced in apple varieties not naturally turning red, whereby the apple varieties are preferably selected from *Golden Delicious*, *Zitronenapfel*, *Granny Smith*, and *Mutsu*.
6. Method according to one of the claims 1 through 5, in that the plants and/or fruit are irradiated over a period of between 6 hours and several days, preferably between 12 hrs and 72 hrs.
7. Method according to one of the claims 1 through 6, in that the irradiation is performed at a temperature of 0 to 30°C, preferably at 5 to 25°C.
8. Method according to one of the claims 1 through 7, in that the distance to the

plants and/or fruit to be irradiated to the light source(s) is up to 3 m, preferably 25 to 100 cm.

9. Method according to one of the claims 1 through 8, in that the fruit is stored in a dark place after irradiation.
10. Method according to claim 9, in that irradiation takes place over a period of 12 to 72 hrs, and subsequent storage in a dark place takes place for at least 2 days at 0-10°C.
11. Method according to claims 9 or 10, in that after irradiation, the fruit is stored either in a ULO or CA storage.
12. Method according to one of the claims 1 through 11, in that in order to leave out any anthocyanin coloration in any desirable shape, an opaque cover in such a shape is applied to the plants and/or fruit with little or no coloration before the irradiation process, and then removing this cover after completion of the irradiation.
13. A plant and/or fruit containing anthocyanin coloration, in that it is available after a method applied according to one of the claims 5 through 12.